FIG. 1

100

102 — DAILY RESEARCH FOR ANNOUNCED SALE OF COMPANIES (10,000 PER YEAR)

104 — DATABASES OF ANNOUNCED SALES OF BUSINESSES

106 — FEDERAL TRADE COMMISSION (FTC) HART SCOTT EARLY TERMINATIONS

108 — ANNOUNCEMENTS & NEW RELEASES

110 — SORT POTENTIAL DEALS BY ANNOUNCED DATE AND ESTIMATED CLOSE

112 — SELLER PUBLICLY TRADED?

114 — CLOSE FILE

116 — TERMS DISCLOSED?

118 — DEAL > $5 mm?

120 — RESEARCH PVT CO. DATABASES & INDUSTRY DATA TO ESTIMATE REVENUES & PROFITS

121 — DATABASES OF HISTORICAL TRANSACTION VALUE

122 — ESTIMATE DEAL PROCEEDS FROM TRANSACTION BASED ON COMPARABLE INDUSTRY DEALS

124 — DEAL > $5 mm?

126 — ESTIMATE OF PVT. CO. DIVESTITURES > $5 mm LIST

128 — DETERMINE OFFICERS, DIRECTORS & OTHER POTENTIAL SHAREHOLDERS OF SELLING BUSINESS

130

132 — RESEARCH DATABASES WITH PRIVATE COMPANY INFORMATION

134 — RESEARCH SELLING COMPANIE'S WEBSITE

136 — RESEARCH ACQUIRING COMPANIE'S WEBSITE

138 — RESEARCH NEWS RELEASES AND ARTICLES ON COMPANY

140 — RESEARCH TRADE ASSOCIATION & OTHER INDUSTRY DATA

142 — ARE PROCEEDS PER POTENTIAL SHAREHOLDERS ABOVE WEALTH THRESHOLD?

144 — DETERMINE CONTACT INFO. OF LIKELY SHAREHOLDERS

146 — GATHER PERTINENT AVAILABLE INFO. IN PUBLIC DOMAIN ABOUT LIKELY SHAREHOLDERS

ADDRESS & PHONE NUMBERS

REAL ESTATE OWNED & VALUE HOUSEHOLD INFO.: MARITAL STATUS, # OF ADULTS & CHILDREN, AGE RANGES, VEHICLES OWNED, BUYING PROFILE & PREFERENCES

148 — RESEARCH PUBLIC RECORD DATABASES WITH INFORMATION ON INDIVIDUALS

150 — LIKELY SHAREHOLDER LIST- DEAL-CLOSING PENDING

152 — DAILY STATUS-HAS DEAL BEEN CLOSED?

154 — TRACK DATABASES OF ANNOUNCED TRANSACTIONS

156 — TRACK NEWS & ANNOUNCEMENTS

157 — SURVEY LIKELY SHAREHOLDERS & OTHER SOURCES TO DETERMINE OWNERSHIP

158 — RESEARCH SEC FILLINGS OF PUBLIC ACQUIRORS

160 — DATABASE OF SHAREHOLDERS FROM CLOSED DEALS-REVISE & UPDATE DAILY

161 — DOES CLIENT WANT INFORMATION PRE-CLOSING?

162 — STRATIFY DATABASE BY SHAREHOLDER CHARACTERISTICS

164 — MARKET SEGMENTATION OF SHAREHOLDER DATABASE

166 — RESEARCH OF POTENTIAL CLIENTS INTERESTED IN SELLING TO NEWLY-AFFLUENT

168 — DETERMINATION OF MARKETING REQUIREMENTS OF CLIENTS

170 — CLIENT REPORTS-UPDATED ON TIMELY BASIS FOR NEW DEALS AND DESIRED SHAREHOLDER CHARACTERISTICS

FIG. 2

200

204 NEGOTIATE INCENTIVE PKG WITH CLIENTS FOR LIKELY SHAREHOLDERS →

206 OFFERING INCENTIVE FROM CLIENT

EXAMPLES:
- $250 JEWELRY COUPON
- $1,000 LUXURY AUTOMOBILE REBATE OR COUPONS

202 PREPARE SURVEYS FROM LIKELY SHAREHOLDER LIST →

208 MAIL SURVEYS TO LIKELY SHAREHOLDERS OFFERING INCENTIVE TO COMPLETE →

210 FOLLOW-UP CALL TO ≥ ONE OF LIKELY SHAREHOLDERS →

212 EVALUATE RESPONSES (PHONE & WRITTEN) →

218 MODIFY OWNERSHIP INFORMATION IN DATABASE

214 NOTIFY CLIENT OF ELIGIBLE SHAREHOLDERS →

216 MAIL INCENTIVES TO ELIGIBLE SHAREHOLDERS

- BUYER
- INVESTMENT BANK
- OTHER

VERIFY:
- DEAL & PROCEEDS
- OWNERSHIP %'s
- POSITION IN ACQUIRED COMPANY

220 PREPARE SURVEY FOR SELECTED SOURCES FAMILIAR WITH TRANSACTION →

222 MAIL SURVEYS TO SELECTED OTHER SOURCES →

224 FOLLOW-UP CALL TO SELECTED OTHER SOURCES